

Message Text

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PAGE 01 MELBOU 00714 210021Z

71

ACTION EA-07

INFO OCT-01 ISO-00 EB-11 RSC-01 DRC-01 /021 W

----- 100109

R 210001Z JUN 74

FM AMCONSUL MELBOURNE

TO USDOC WASHDC

INFO SECSTATE WASHDC 2213

AMEMBASSY CANBERRA

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS MELBOURNE 0714

SYDNEY FOR TRADE CENTER AND COMMERCIAL SECTION

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: REQUEST FOR BIOMEDICAL TRADE MISSION TO AUSTRALIA

REF: (A) 1975 COUNTRY COMMERCIAL PROGRAM (CCP) FOR AUSTRALIA;

(B) ACTION PLAN FOR BIOMEDICAL EQUIPMENT, DATED FEB. 28, 1974.

1. BACKGROUND: THE US\$30 MILLION AUSTRALIAN BIOMEDICAL EQUIPMENT IMPORT MARKET HAS GROWN IN RECENT YEARS AT AN ANNUAL RATE APPROXIMATELY 15 PERCENT. INCREASING PRESSURES, COUNTRYWIDE, FOR A NATIONAL HEALTH PLAN, AS WELL AS FOR BETTER MEDICAL CARE GENERALLY, SHOULD ACCELERATE THIS GROWTH RATE. THE U.S. SHARE OF THIS MARKET IS ABOUT ONE-QUARTER OF THE TOTAL AND HAS REMAINED RELATIVELY CONSTANT OVER THE LAST FEW YEARS, WHILE OTHER COUNTRIES, NOTABLY JAPAN, HAVE SIGNIFICANTLY INCREASED THEIR MARKET PENETRATION.

2. AS PART OF FY 75 CCP FOR AUSTRALIA, BIOMEDICAL EQUIPMENT FIELD IS A PARTICULARLY APPROPRIATE MARKET SECTOR FOR AN IOGA OR SPECIALIZED TRADE MISSION. SUCH A TRADE MISSION TO AUSTRALIA SHOULD ENABLE U.S. SUPPLIERS OF BIOMEDICAL EQUIPMENT TO CAPTURE A SIGNIFICANT INCREMENTAL PORTION OF THIS GROWING MARKET.

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3. THE DEPARTMENT IS REQUESTED TO INVESTIGATE
PROSPECTS FOR A FIRST QUARTER CY 75 (APPROXIMATELY
MARCH) TRADE MISSION TO AUSTRALIA (MELBOURNE, SYDNEY,
BRISBANE AND PERTH) AND TO NOIFY POST OF POSSIBILITIES
FOR SUCH A TRADE MISSION.
BROWN

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Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
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